



Answering the President's Call

PARTNERS FOR A NEW BEGINNING

“Many of the partnerships I’ve mentioned are a direct result of my call in Cairo for a new beginning between the United States and Muslim communities around the world. And it involves the private sector as well, thanks to efforts like Partners for a New Beginning, which is forging partnerships around science, education and entrepreneurship.”

- PRESIDENT BARACK OBAMA

IN HIS HISTORIC ADDRESS IN CAIRO, President Obama called for a new beginning between the US and Muslims around the world – one based on mutual understanding, mutual respect, and mutual interests. The President's message was clear: "The United States cannot do this alone and the United States Government cannot do this alone. All these things must be done in partnership."

As the primary private sector response to the Cairo speech, Partners for a New Beginning (PNB) is a coalition of eminent Americans who have committed to harness their resources and networks, while working with local leaders, to invest in revenue-generating and philanthropic projects in Muslim communities around the world. PNB is chaired by former Secretary of State Madeleine Albright and the Vice-Chairs are Coca-Cola CEO Muhtar Kent and Aspen Institute CEO Walter Isaacson.



In order to fulfill the President's vision, the US Department of State's Global Partnership Initiative is working closely with PNB Steering Committee Members to harness the interest of other actors from the US private sector, non-profits, foundations, academia, and civil society.



With a particular focus on Egypt, Indonesia, Turkey, Pakistan, and West Bank/Gaza, PNB will positively impact at least half a million lives over the next five years through efforts to increase access to financing, boost business capacity and development services, improve educational opportunities for students and teachers, foster physical and virtual exchange programs, and enhance science and technology solutions.

We invite private sector and civil society organizations in the United States and around the world to join us in building public-private partnerships that:

Promote Economic Opportunity: Increase employment, increase access to finance, and build business capacity and development services to enhance livelihoods in Muslim communities around the world.

Foster Advances in Science and Technology: Improve infrastructure, address natural resource challenges (i.e. clean water), upgrade skills and research capabilities, and fund cutting-edge capabilities to support innovation and economic growth.

Enhance Educational Opportunities: Broaden access to education and enhance the quality of facilities and equipment.

Catalyze Exchange Programs: Foster physical and/or virtual exchange programs in a variety of fields, including education, interfaith, business, and research to enhance human connectedness and build mutual understanding.





PNB Steering Committee

PNB is chaired by Madeleine K. Albright, Chair of Albright Stonebridge Group, and she is joined by PNB Vice Chairs Muhtar Kent, Chairman and CEO of the Coca-Cola Company, and Walter Isaacson, President and CEO of the Aspen Institute.

The PNB Steering Committee Members are as follows:

- Mr. Tarek Abdel-Meguid, Founding Partner, Parella Weinberg Partners
- Ms. Cathleen Black, President, Hearst Magazines
- Ms. Jean Case, Chief Executive Officer, The Case Foundation
- Mr. John Chambers, Chairman and CEO, Cisco Systems, Inc.
- Mr. Kenneth Cohen, Chairman, ExxonMobil Foundation; Vice President of Public Affairs, Exxon Mobil Corporation
- Dr. Helene Gayle, President and CEO, CARE USA
- Mr. Stephen Heintz, President, Rockefeller Brothers Fund
- Mr. Andrew Liveris, President, Chairman, and CEO, The Dow Chemical Company
- Mr. John Mack, Chairman, Morgan Stanley
- Mr. Paul Otellini, President and CEO, Intel Corporation
- Dr. Eboo Patel, Founder and Executive Director, Interfaith Youth Core
- Dr. Ruth Simmons, President, Brown University



Current PNB Partners and Programs

The Acxiom Corporation 'Reach In Reach Out' initiative will create an atmosphere of understanding and dialogue in the United States to provide a foundation of credibility for efforts outside of the United States. There will be three areas of emphasis. First, It will focus on people that work for companies that are based in the United States and have operations in Islamic countries. Second, it will reach toward students from Muslim majority countries who are attending colleges and universities in the United States. Third, it will reach toward the millions of Americans who are Muslims. The program will develop, publicize and help implement best practices to be used to further the simple but critically important principle of building personal friendships.

Craig Newmark, the founder of Craig's List, will be providing his technological expertise to facilitate the creation of Information and Communication Technology (ICT) centers in the West Bank. He currently works alongside Inveneo, Cisco and Intel to develop ICT centers in Nablus, and has in the past provided support to Kiva.org and CHF International.

ImagineNations Network (INN) is a social networking site that engages and connects young entrepreneurs locally and globally to each other and to mentors, supporters, financing sources and markets in order to spur the development and growth of youth-led businesses. In partnership with Yahoo!, INN intends to grow its user base globally over the next five years. ImagineNations Network was developed by ImagineNations Group in partnership with Mercy Corps, with support from the Global Partnership for Youth Investment (GPYI) of the World Bank and Cisco Foundation. ImagineNations Network serves as a platform for Partners for New Beginning (PNB) and the E-Mentor Corps.

The Middle East Venture Capital Fund will enhance the ICT sector and create jobs in the West Bank by investing in and helping to establish export-oriented, high-growth Palestinian companies in the ICT sector. MEVCF expects to make 2-3 new investments per year, and to build a portfolio of approximately 12-15 companies. The Middle East Venture Capital Fund will be managed by Saed Nashef and another General Partner (TBH) in Ramallah and Yadin Kaufmann in Herzliya. Investors who have made commitments to the Fund include the European Investment Bank, the Soros Economic Development Fund, the Skoll Foundation, and the Case Foundation, among others.

Through its PolioPlus program, Rotary International is working with the World Health Organization, US Centers for Disease Control and Prevention, and UNICEF, to globally eradicate polio. Rotary's top philanthropic goal is to eradicate polio worldwide. Since 1985, Rotary members have contributed more than US\$950 million and countless volunteer hours to help immunize more than two billion children in 122 countries. Rotary and its partners, including the Bill & Melinda Gates Foundation, UNICEF, the World Health Organization (WHO) and the US Centers for Disease Control and Prevention have reduced polio cases by 99 percent worldwide, from 350,000 cases in 1988 to less than 2,000 in 2008. Today, an estimated five million children have been spared disability, and over 250,000 deaths have been averted. Yet polio still threatens children in parts of Africa and South Asia, and remains endemic in four countries: Afghanistan, India, Nigeria, and Pakistan. Rotary is committed to fighting polio until every child is safe from this devastating disease.

The Tony Blair Faith Foundation US will expand the reach of its "Face to Faith" global high school program to impact 40,000 people over the next two years. Face to Faith promotes peace building by creating opportunities for students in 15 countries across the world to learn about each other, and the attitudes of those of different cultures, religions and beliefs.



If you wish to join these partners and the PNB Steering Committee Members by committing to advancing the President's vision, we look forward to working with your organization on developing the Project Concept Form.

PROJECT CONCEPT FORM

Project Name, Project By:

Area of Focus:

Geographic Location:

Project Vision/Objective:

Statement of Project's Logic:

Project Timeline/Benchmarks:

Work-to-Date:

Partner's Role(s):

Project Gaps:

Plan for Funding:

Point of Contact:

Name:

Position:

Organization:

Address:

Phone:

Email:

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